

# Design

## Principles

### GRAPHICS

uide the attention, the eye, and the mind

relationships (Repetition & Rule of Thirds)

lignment (Focus & Flow)

roximity (Group related items, separate unrelated)

armony

nterest

ontrast & Consistency

implicity

### Purposes

**A**ctivate attention

**B**uild meaningful patterns for the brain

**C**ommunicate conceptually

**D**evelop ideas in layers of space

**E**ngage emotions, eyes, and intellect

Graphic design is about . . .

**Perspective** – *creating and packaging meaning*

**Purposes** – *scaffolding a reader's engagement with ideas*

**Problems** – *solving aesthetic, conceptual, and spatial problems*

**Principles** – *expressing “the greatest number of ideas in the shortest time with the least ink in the smallest space” (Edward Tufte)*

**Products** – *using the simplest, most effective tools for the task*

**Process** – *“listening” to and being led by the work*

# D

# esign

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## Tools

# EXPLORE

### **A Periodic Table of Visualization Methods**

[http://www.visual-literacy.org/periodic\\_table/periodic\\_table.html](http://www.visual-literacy.org/periodic_table/periodic_table.html)

Explore different ways to represent information by scrolling over each box

### **Comeeko**

<http://www.comeeko.com>

Create comic book page with your own photos from templates

### **Dumpr**

<http://www.dumprr.net>

Create coloring pages from your photos or try one of the other tools

### **FD's Flickr Toys**

<http://bighugelabs.com/flickr/>

Create CD covers, magazine covers, posters from your own photos

### **Letterpop**

<http://letterpop.com/>

Create newsletters with your own photos and text from templates

### **Many Eyes**

<http://services.alphaworks.ibm.com/manyeyes/home>

Explore different ways to represent complex data sets

### **Motivator**

<http://bighugelabs.com/flickr/motivator.php>

Create motivational posters from your own photos and text

### **My Brochure Maker**

<http://www.mybrochuremaker.com/>

Create brochures from your own photos and text

### **Picnik**

<http://www.picnik.com/>

Upload a photo, then crop it, edit it, enhance it, and save it

### **Scrapblog**

<http://www.scrapblog.com/>

Create digital scrapbook pages with your own photos & text

### **Stock Xchnng**

<http://www.sxc.hu/>

High quality photos you can edit and use in commercial, personal, or professional online and print publications for free